LEO BURNETT U.S.A.
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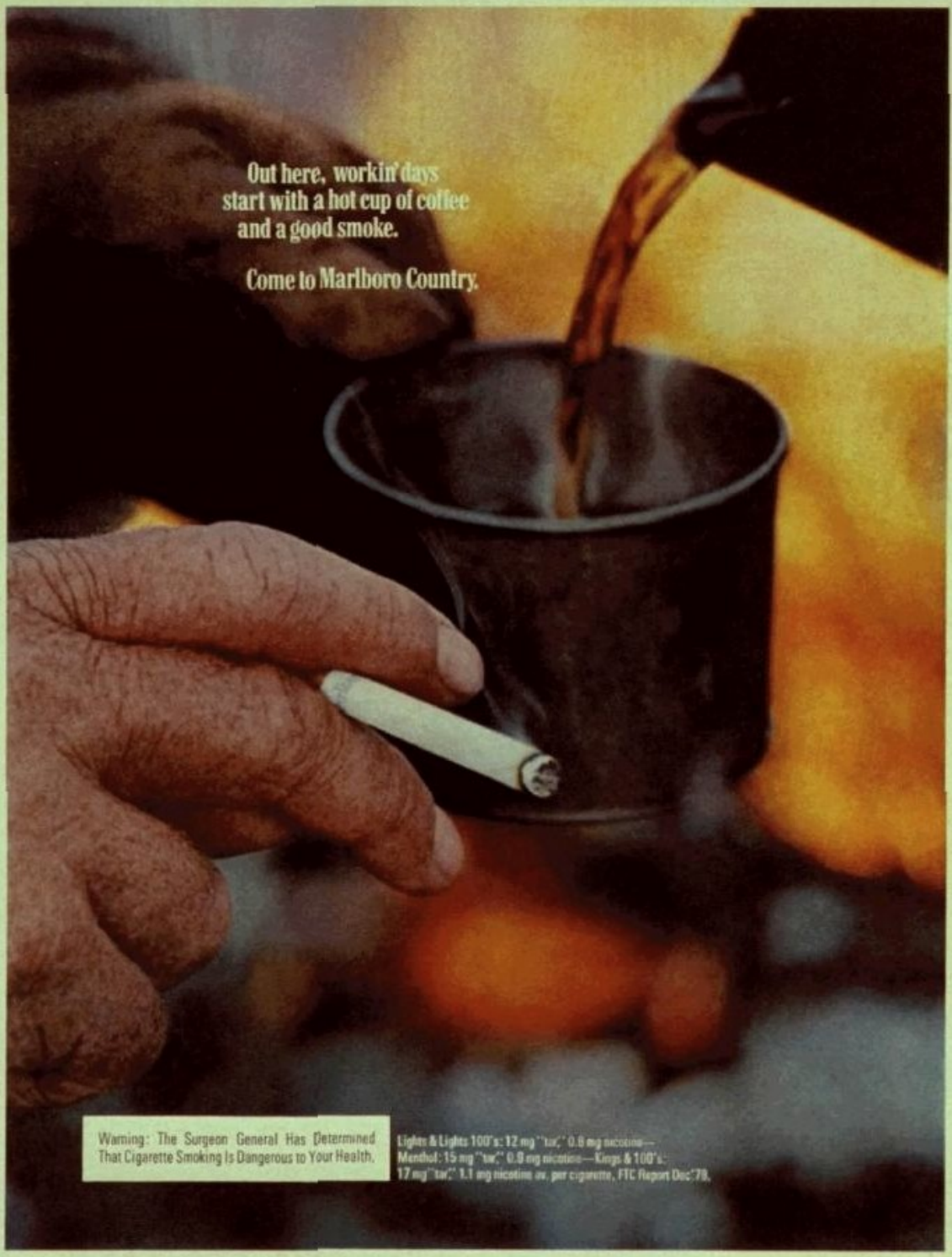
Out here, workin' days
start with a hot cup of coffee
and a good smoke.
Come to Marlboro Country.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
Lights & Lights 100's: 12 mg "tar," 0.8 mg nicotine—
Menthol: 15 mg "tar," 0.9 mg nicotine—Kings & 100's:
17 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Dec.'79.

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Source: https://www.industrydocuments.ucsf.edu/docs/lshp0003
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